

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## France

**Post:** Paris

### **SIRHA Success - Food Service Industry Gains**

**Report Categories:**

Export Accomplishments - Events

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**Report Highlights:**

In support of export expansion, FAS assisted 11 companies during France's leading show for the hotel, restaurant, and industrial/foodservice sector, SIRHA 2011 – 573,000 dollars in on-site sales, and \$2.9 million in 12 month projected sales were reported.

SIRHA, the leading international event for the hospitality, restaurant, catering and food service industries, was held January 22-26, 2011 in Lyon. Working with FAS OTP to create national identity and visibility for all U.S. exhibitors, FAS Paris staff greeted 11 exhibitors under the USA Pavilion, which included three small companies and one minority-owned company. New to market and new to export companies represented 27 and 18 percent, respectively, of the exhibitors. A trade reception was organized, this served as a networking forum for U.S. exhibitors, importers, and potential buyers. As a result, U.S. exporters reported \$573,300 in on-site sales and \$2.9 million in 12-month projected sales. According to exhibitor feedback forms, 513 serious sales contacts were made and 81 new products were introduced. In addition to providing market intelligence reports, FAS/Paris displayed and distributed literature on sustainable agriculture programs in the United States in English and French. As the “Country of Honor”, U.S. exhibitors, products, chefs, and cooking benefited from the extra exposure.

You can find highlights on FAS Paris website:

<http://www.usda-france.fr/sihra-in-lyon.htm>

### **Supporters encouraging the U.S. team at the Bocuse d’Or Chef competition**



### **Official inauguration of the Sirha trade show. The United States was the country of honor.**



### **USA Pavilion**

